



A PROVEN TOOL FOR MEP CENTERS, U.S. EXPORT ASSISTANCE CENTERS AND LOCAL PARTNERS

ExporTech helps companies enter or expand in global markets. The program assists participating companies in developing an international growth plan, provides experts who will vet their plans, and connects the companies with organizations like yours that will help them move quickly beyond planning to actual export sales.

In today's economy, more and more companies are turning internationally to offset declines in domestic sales. In fact, exporting is rapidly becoming the fastest growing segment of the market. ExporTech leads companies through a facilitated process that prepares them for profitable growth in global markets.

PROGRAM OVERVIEW

Developed as a pilot by the Maryland District Export Council, Baltimore U.S. Export Assistance Center, and the Manufacturing Extension Partnership, ExporTech is now deployed nationally as a collaboration between MEP, U.S. Export Assistance Centers, and other partners. Customized to the specific learning needs of participants, each workshop is limited to six to eight participating companies to provide sufficient time and attention to each company's specific challenges. The companies meet for three one-day sessions over a three-month period, and, in between sessions, participants work on developing their export plans.

The program's small workshop size and customized format focuses on merging strategy with results. Throughout the program, local experts knowledgeable in all aspects of exporting are brought in to provide information and guidance and enable companies to accelerate their growth plan and speed to market. The program's customized agenda and small group discussion format ensure that companies walk away with information and guidance that specifically applies to their business. In the final work session, a panel of experienced international businesspeople reviews and provides feedback on each participating company's export growth plan.

The strategic perspective used throughout the course helps companies reduce risk and increase their likelihood of success in navigating international markets.

The role of local host organizations includes:

- Design and facilitate/co-lead sessions
- Identify and recruit local expert speakers and resources
- Recruit companies to participate
- Coach companies in between sessions
- Post-training follow-up with companies to accelerate results

“No other program offers such horsepower: I tell our clients about it all the time. If they want to know about exporting, they need to be in that class.”

Bill Mullane
TechHelp, Idaho MEP

“ExporTech is a faster way to get new-to-export successes: 20-30% of participants generate measurable results quickly, compared to the twelve months it typically takes for companies that we work with.”

Bill Burwell
U.S. Commercial Service, Baltimore



**MEP • MANUFACTURING
EXTENSION PARTNERSHIP**

BENEFITS TO HOST ORGANIZATIONS

Clients Love It

- *"ExporTech is a well-orchestrated and complete crash course in exporting. From finance to logistics, to freight forwarding and everything else you need to know. It's absolutely fantastic."*
- *"The experts brought in by the program were there exclusively to help us—not to sell their services, but to see us succeed."*
- *"The interactive approach and small class size was perfect for sharing best practices, problem-solving, and one-on-one discussions with the pros that they brought in. They enabled me to fast track my international business plan."*
- *"It gave me an opportunity to take a more detailed look into the business, see a clear vision of our potential, and develop a plan for moving forward."*
- *"It helps demystify the process and avoid fines and many costly mistakes, resulting in a much quicker start to exporting."*
- ***"You can't put a price on the value of this program—the contacts, the resources, and the knowledge I gained saved us tons of time and tens of thousands of dollars."***

Measurable Results

- For MEP—client impacts of increased sales, quantifiable time and cost savings, and company investment, as well as increased market penetration for Centers
- For USEAC—more export successes, including new-to-export companies
- Accelerates results and impacts for hosts and for clients

Add a New Proven Product To Your Service Portfolio

- Cost-effective for clients
- Well organized for hosts
- Fits in well with your suite of client products
- Establishes your office as a critical resource and source of expertise

Build Client Relationships

- The three full-day sessions, with coaching in between, provides a great opportunity to learn about your clients, gain their trust, and build a long-term relationship

Target Exporters Directly

- Attracts those who are already interested and/or already engaged in exporting
- Customized to the specific needs of the participants

Attract New Clients

- Those unfamiliar with your organization learn about the services and expertise you offer

Enhance Partnership-Building Among Local Organizations

- Establish and strengthen relationships and cross-referrals with USEAC, MEP, state trade office, and other local partners, consultants, incubators, and resources

ADVICE FROM THOSE WHO HAVE ALREADY DONE IT

Companies must commit to both the homework in between sessions and follow-up work afterwards to get the most out of the program. They also must have the resources to take action based on their plan.

Ideal participants are: 1) new-to-export companies who have international sales potential and are ready to make the commitment required to succeed internationally, and 2) companies that already have engaged in some exporting, but have approached it reactively. Both kinds of participants will benefit from developing a proactive export plan to accelerate their international efforts. In addition, companies with a strong product that offers a clear competitive advantage and has international market potential will likely benefit the most from an exporting program.

MEP Centers and USEACs should anticipate dedicating resources to up-front logistics and participant recruitment, as well as coaching in between sessions and post-session follow-up work to maintain relationships and keep companies on track.

"The relationships we've built through ExporTech make it well worth the time for us in logistics, marketing, and recruitment."

Cinnamon King
U.S. Commercial Service, South Dakota

"A real door-opener for us to companies we've not worked with before."

Connie Palucka
Catalyst Connection, Pittsburgh MEP